CommTek Publishing Company

DEALER program

Newsletter March 1986

IT'S TIME FOR SOME GOOD NEWS—IN THE NEWS.

We've had an enormously positive response to the press release we sent in last month's Dealer Kit. (In case you missed it, it's reprinted on the back page of this newsletter.) Our goal was to provide you with a factual, succinct article stating our position to submit to your local media. We don't believe that every news reporter and editor is biased in favor of the cable companies—but they have been deluged with information from cable operators. So, of course, their reports have been pro-scrambling and anti-dish. We can't expect reporters to print our side of the story if they don't know what it is.

But how do you get the agenda-setters to see and publicize your point of view? Many dealers called with questions about submitting the release. Where should you send it? Do you deliver it in person, or mail it? What if you're called for an interview? In this newsletter, we will try to answer those questions and provide some guidelines for getting the most coverage possible.

First, don't lose sight of the fact that although the reporter may be dedicated to reporting the news in an unbiased way, his goodwill is important. So forget angry calls to the reporter or editor. Instead, the next time there's an article on any aspect of satellite TV, take note of the reporter or journalist who prepared it. If it's favorable, give him a call and express your appreciation for his thorough research, and offer to further inform him about our industry. Invite him to lunch. If the story is unfavorable, wait until you've cooled off, then ask if you can take him or her to lunch so you can clarify a few points included in the article.

You don't have to wait for an article to appear before you submit the press release we've provided, or before you contact the business, features, or TV and entertainment editor by phone or letter. Let him know you're available as a source of information and that you're very concerned about the issues affecting the satellite industry.

Stress the positive. If zoning is an issue, offer to show the reporter how the industry is making dishes more eye-appealing. On the subject of scrambling, tell the reporter about the efforts by TVRO owners to pay HBO for the past 6 years, and how they've never had their checks cashed. Note the exhorbitant charges that have been proposed by HBO, ESPN, and others, comparing them to cable subscribers who require delivery of the signal . . . who have not purchased equipment.

If you get an interview, prepare for it. If you don't have all the facts on the subjects you want to talk about, don't fake it. If he or she finds out anything you told him is inaccurate, your credibility is ruined.
get them from SPACE or some other source BEFORE your appointment. If you don't know the answer to a reporter's question,

Why lunch? Because it's an inherently friendly gesture, and provides a neutral, relaxed atmosphere. At your store, you may be interrupted by customers or phone calls. After lunch, though, take your guest back to your showroom to demonstrate just how attractive some of the new antennas and receivers really are, how easy a system is to use, and, of course, to get a look at how scrambling works.

Why go to all this effort? Because you will establish a relationship. Reporters, like the rest of us, like to deal with people they know. When the subject comes up again, he or she will be much more likely to contact you for a reaction. You can't expect front-page headlines from one lunch, but it can lay the foundation for a future working relationship that can benefit you and this industry.

Continued on page 2

Continued from page 1

SOME BASIC RULES TO FOLLOW WHEN SUBMITTING YOUR RELEASE

1. Find out the correct spelling of the editor's name before you send him your release.
2. If possible, deliver your release in person and introduce yourself. If not, mail it to that person's attention.
3. Be sure to retype the release on your dealership letterhead, or if you don't have imprinted stationery, use white paper with your dealership name and address at the top.
4. A cover or introductory letter is not necessary, but be sure to include your name and at least two phone numbers where you can be reached at all times, or have an equally qualified source available if you cannot be available, and list his name as well.
5. Include any additional information pertinent to your specific area or business situation.

Feel free to contact us at *ORBIT* Dealer Program with any specific questions about this release. We encourage you to use it to obtain some positive, free media coverage in your area.

GET TO KNOW DEALER PROGRAM

Karen Densley is a customer service representative for *ORBIT* magazine dealers. In other words, she's one of the cheerful voices that answer the phone when you call with orders, questions or problems.

Before joining CommTek, Karen had an extensive background in customer service with Holiday Inn of America. She says she likes her job because "I like problem solving . . . and I really enjoy getting to know the dealers and helping them get the most out of selling our magazine."

A native of Idaho, Karen enjoys horseback riding and spending time with her husband Shon and son Matthew.

TRADE SHOW UPDATE

First reports of the SPACE/STTI Las Vegas show indicate that it was a huge success. Approximately 15,000 dealers and industry professionals attended, taking in the latest technology, new products, and market trends in the satellite industry. As always, we enjoyed meeting all of you who stopped by our booth to say hello. Thank you for including CommTek in your hectic schedule at Las Vegas.

ARIANE ROCKET LAUNCH

Launch delays have changed the Arianspace launch schedule. At press time, Arianspace was planning to launch the two satellites that were scheduled to go up in February on March 12, Brazilsat 2 for 70 ° W and GStar 2 for 105 ° W).

NEW SERVICES

HSN2 (Home Shopping Network 2) has started broadcasting on F4, 1. HSN1 (Home Shopping Network 1) is still on F3, 22.

SportsChannel New England is transmitting nightly sporting events on F4 (24). Programming includes Hartford Whalers hockey games and Boston Celtics basketball games.

At press time, Transtar Country and Western and Transtar Easy Listening, two new audio services, were available on Telstar 301, transponder 9, 24 hours daily. Both services are available in discrete stereo. Transtar Country and Western is at 5.58/5.76 MHz and Transtar Easy Listening is at 7.38/7.56 MHz. The services are scheduled to move to Satcom F1R, transponder 21, sometime this spring and they will be joined by two other Transtar audio services (Transtar Adult Contemporary and The Oldies Channel).

CommTek Dealer Program
Business Hours
9 a.m. to 7 p.m.
(Eastern Standard Time)
Monday through Friday
Closed Saturday and Sunday
Call us toll-free at: (800) 327-2100
(inside U.S.)
Or call: (208) 322-2800
(outside U.S.)

CommTek Dealer Program
P. O. Box 53, Boise, ID 83707

SALES TOOL OF THE MONTH

Our newly updated Video Reference Cards will be ready soon. These pocket-sized, laminated cards give a quick overview of the satellites and their transponders. Especially good for installers to use when positioning the dishes in the field, they're also a handy way for your customer to see what TV services are available on each transponder. The Video Reference card can help you as a dealer, too. Leon Kmiec of Abilene Satellite Sales in Abilene, Texas, says the Video Reference Card is a great hand-out for prospective buyers. "It takes some of the mystery out of satellite TV and makes people more comfortable with their decision to purchase. It really does help sell systems."

V I D E O
SATELLITE
REFERENCE CARD
FOR NORTH AMERICA
Effective: January 1, 1986
SATELLITE
ORBIT
The world's leading satellite TV magazine and program guide. For subscription information, call toll free (800) 792-5541
V I D E O

Video Reference Cards are available through the *ORBIT* Dealer Program, and sell for $5.00 per pack of 25.

SATELLITE UPDATE

Satcom K1, one of two Ku-band birds owned by RCA, was successfully deployed during *Columbia*'s January mission. K1 will be positioned at 85 ° W and will most likely be used for video, audio, and data transmissions.

BIRD-WATCHER UPDATE

Beginning with the March issue of *Satellite ORBIT*, the Birdwatcher program guide will include diamond symbols which designate which services are scrambled and if the decoder for a particular service is available to the general public in the U.S. An open diamond designates a restricted scrambled signal meaning that the decoders are not available to the U.S. general public.

YOUR DEALERSHIP LETTERHEAD

Today's Date

NEWS RELEASE

For Immediate Release

For further information, contact: (Your name, your dealership name, and two phone numbers)

HOME SATELLITE TV IS ALIVE AND WELL, SAYS A LOCAL DEALER.

Despite a flurry of negative publicity by cable TV interests, home satellite television continues to boom, according to _____, owner of _____.

"There's absolutely no truth to the allegations that home satellite TV is 'piracy,' or that scrambling will put an end to the variety of programs dish owners can receive, asserts _____.

In fact, home satellite TV reception is perfectly legal. In October 1984, President Reagan signed the Satellite Television Viewing Rights Act, which stated that anyone may receive unscrambled satellite-transmitted programming without obligation to the programmer.

Scrambling hardly means that satellite TV owners will lose access to free programming. On the contrary, the vast majority of programmers have no intention of scrambling their signals. The handful who do, like Home Box Office (HBO), will become premium options for dish owners to choose from.

Indeed, _____ points out that only home satellite TV gives a person complete control of his viewing options. "With cable TV, it's your local cable company that chooses what service you will be offered," he says.

_____is not alone in his optimism. According to David Wolford, publisher of *Satellite ORBIT* magazine, the industry's leading program guide, "many people who already have cable would prefer the variety you get with home satellite TV. And then there's the 31 million rural Americans who live outside cable-wired areas. For them, home satellite TV is essentially their *only* option."

Currently, home satellite TV viewers can receive more than 100 unscrambled domestic channels, plus several dozen additional audio services. As the number of satellites increases in the future (six new satellites are expected to begin operating this year), so will the number of programs. Thus dish owners will likely be able to enjoy an even greater selection of programming in the years ahead.

For more information about home satellite TV, how it works, and the programming it offers, see _____ for a free copy of *Tuning In Home Satellite TV* (written by the editors of *Satellite ORBIT* magazine). Or write *Tuning In Home Satellite TV,* P.O. Box 53, Boise, ID 83707.

_____ is located at _____ in _____. Hours are _____.

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DEALER program

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